




Personal Pathways to success™
**TRIDENT
REGIONAL EDUCATION CENTER**

2kuder® Connect 2 Business®

for South Carolina

How can you become a part of the C2B community?

Getting involved in *Connect 2 Business* is easy and **FREE** to all businesses in the state of South Carolina.

- To get started: Visit the following site, <http://www.scpathways.org>
 - click “**Businesses**” tab
 - click [New Users](#)
 - click  Employer button
 - click continue and
 - use the template guide below and become a part of the C2B Community!! or
- Contact Patricia A. Ferguson, Coordinator of the Trident Regional Education Center, for more information at 843.805.3017 or pferguson@scpathways.org

Registration Steps:

Follow the template guide below to enter your organization’s information into C2B.

1. User Information

- Username
- Password
- Secret Question
- Secret Answer

2. Administrator’s Information

- First Name
- Last Name
- Phone
- Email

3. Business Information

- Name of Business
- Address
- Phone
- Fax
- Email
- Accept the terms of the program

4. Click Create an Account

5. Change status to active and click save

6. Business Information (pre-populated)

7. Company’s Description

8. Company’s Mission Statement

9. Company’s Cluster Match

10. Additional Information

- Business size
- Business website
- Business website for jobs
- Upload logo
- Upload video

11. Company’s Available K12 Support

- ☒ Speakers
- ☒ Tours
- ☒ Equipment loans to schools
- ☒ Externships

12. Click Submit



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Background

In 2005, the Education and Economic Development Act (EEDA) was passed by the state of South Carolina to help combat the shortage of educated and skilled workers in the state. Now known as Personal Pathways to Success, the legislation promotes innovative ways to connect academic studies with career preparations. The initiative helps students and adults build career connections based on their interests and aspirations.

Trident students and adults need relevant, engaging career connections and Personal Pathways introduces a FREE tool, Connect2Business (C2B) which will facilitate the process to connect education and business.

Connect 2 Business, C2B:

- ▶ Is an Internet-based tool that is seamlessly integrated into Personal Pathways to Success
- ▶ Creates awareness of extended learning opportunities (ELOs) and job openings
- ▶ Connects employers with the education community and adults in career transition

Joining the C2B Community allows you to:

- **Create a Business Profile** – Build an online profile to generate interest in your company.
 - ▶ Create a sneak peek into your company by posting your own 90-second corporate video.
 - ▶ Upload your company logo to increase brand and industry awareness.
 - ▶ Post a company description and mission statement.
 - ▶ Align with career clusters that best match your needs and opportunities.
- **Post Extended Learning Opportunities (ELOs)** – Prepare students for the future workforce by posting internships, job shadows, and other learning opportunities into a searchable database.
- **Post Job Openings** – Improve your ROI from recruiting programs by matching job opportunities to adults with the necessary interests, skills, and work values.
- **Send Messages** – Send customized messages to individuals that meet the unique needs of your organization.

Benefits to South Carolina Businesses include:

- **Brand and industry awareness** – connect with a pipeline of highly trained, skilled workers in South Carolina and increase enrollment in your opportunities
- **Direct communication with students and adults** – promote your ELO and job openings to students and adults who have interests in your industry
- **Enhanced recruiting initiatives** – improve your ROI from recruiting programs